

ORDER



Orders
Order / Rev: 187576
Alt Order #:
Product Desc: RNC
Estimate: 3546
Flight Dates: 11/02/12 - 11/06/12
Original Date / Rev: 10/31/12 / 10/31/12
Order Type: GENERAL

KMGH

Primary AE: David Lombardo
Sales Office: EWSDC
Sales Region: NAT

Agency
Name: National Media Research Planning & F
Buying Contact:
Billing Contact:
 815 Slater Lane
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Issue/RNC
Demographic: A25-54
Product Codes: PL23-Issue/Prop
Priority: P1
Revenue Codes: POL, POL, ISS

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	9	\$11,500.00	\$9,775.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	9	\$11,500.00	\$9,775.00	0.00
Totals	9	\$11,500.00	\$9,775.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
David Lombardo			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KMGH	20%	\$11,500.00
Market	100%	\$57,500.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBDI	0%	\$0.00
KCEC	0%	\$0.00
KCNC	20%	\$11,500.00
KDEN+	0%	\$0.00
KDVR+	20%	\$11,500.00
KFCT	0%	\$0.00
KMAS	0%	\$0.00
KPXC	0%	\$0.00
KRMA	0%	\$0.00
KRMT	0%	\$0.00
KTFD	0%	\$0.00
KTVD	0%	\$0.00
KUSA	20%	\$11,500.00
KWGN	20%	\$11,500.00
KWHD	0%	\$0.00
KZCO	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
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KMGH

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KMGH	11/05/12	11/06/12	9a-930a Right This Minute 9a-930a Right This Minute	CA	9a-930a	MT-----	:30	2	\$750.00	P1	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	11/05/12	11/11/12	MT-----		2			\$750.00		0.00				
N 2	KMGH	11/02/12	11/02/12	Mile High Living Mile High Living	CA	9a-930a	----F--	:30	1	\$750.00	P1	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	----F--		1			\$750.00		0.00				
N 3	KMGH	11/02/12	11/06/12	Millionaire 930A Millionaire	CA	930A-10A	MT--F--	:30	3	\$750.00	P1	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	11/02/12	11/08/12	MT--F--		3			\$750.00		0.00				
N 4	KMGH	11/04/12	11/04/12	5pm News Sunday 5pm News Sun Local News	CA	5P-6P	-----S	:30	2	\$2,500.00	P1	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	-----S		2			\$2,500.00		0.00				
N 5	KMGH	11/02/12	11/05/12	11A-12P News/KMGH 11A-12P News	CA	11A-12P	M--F--	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	11/02/12	11/08/12	M--F--		1			\$2,000.00		0.00				
Totals													9	\$11,500.00	